

Improving assessment of enterprise economic efficiency in the current market conditions

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Abstract

© 2015, Mediterranean Center of Social and Educational Research. All rights reserved. The article suggests and substantiates the main directions for improving the economic efficiency of domestic enterprises on the basis of complex assessment to achieve additional competitive advantages in the market. The process of enterprise efficiency presented in the scientific literature is largely descriptive and does not reflect methodological problems of establishing the optimal set of criteria and selection methods for determining and assessing the efficiency resulting in the models of improving enterprises efficiency that, in fact, has necessitated this study.

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Keywords

Competitive advantage, Directions for improve economic efficiency, Distribution, Economic efficiency, Financial indicators, Market economy, Marketing, Modern enterprise, Performance assessment methods, Personnel, Quantitative criteria and indicators of performance